

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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Enjoy smoking  
longer without  
smoking  
more.



Low tar  
**Saratoga**  
**120's**

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Regular: 15 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report May '78  
Menthol: 15 mg "tar," 1.0 mg nicotine av. per cigarette by FTC Method

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.



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